

ABSTRACT

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Methods and systems consistent with the present invention allow users with a universal resource locator and code to access a web site. Once the code is accepted, the user has the ability to view one or more offers which he can then accept or reject. If the user accepts an offer, his account can be automatically created or updated. Further, any information regarding the user's viewing history can be saved. The user's viewing history can then be analyzed to determine the effectiveness of the offer wherein the offer can be modified to entice users to accept more offers.

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